



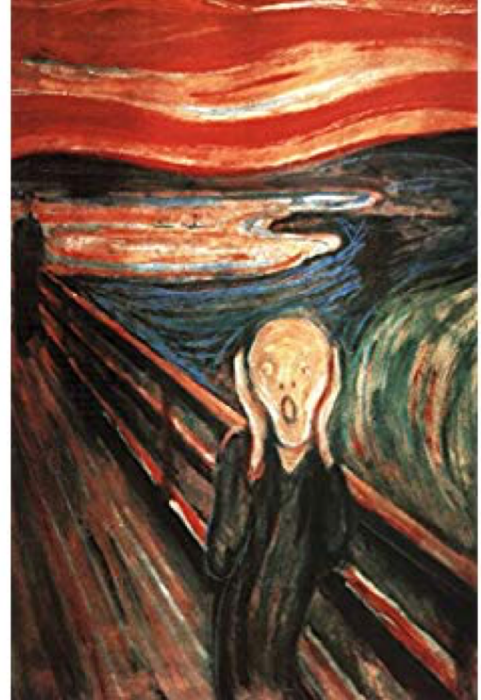
Creative Laboratory

the “Essay”




Today

- the Question
- Why?
- Process not product
- the Plan
- the Research
- the Writing



the Question





**Your mission,
should you
choose to
accept it...**

As an INDIVIDUAL you will submit a 3,500 word critical essay in response to the following question:

“In the voice economy, advertising needs to connect human and non-human actants in order to create impactful experiences”. Discuss.

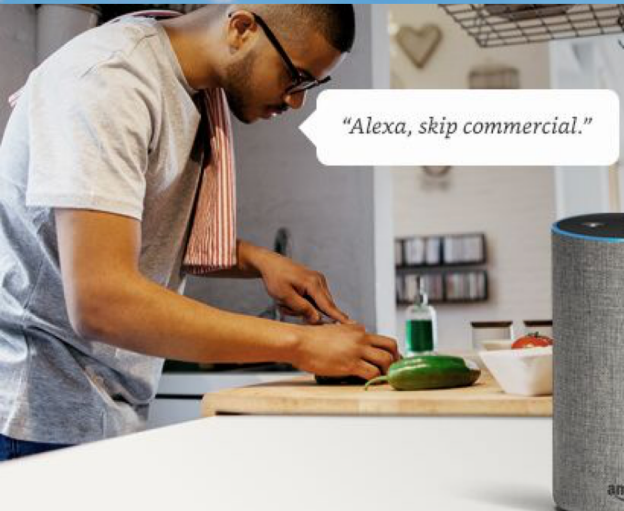
Hand-in: 2nd May

why

are we doing an essay?







2016

\$297.8B

amazon

Walmart

TARGET

MACYS

KOH'S NORDSTROM

JCPen

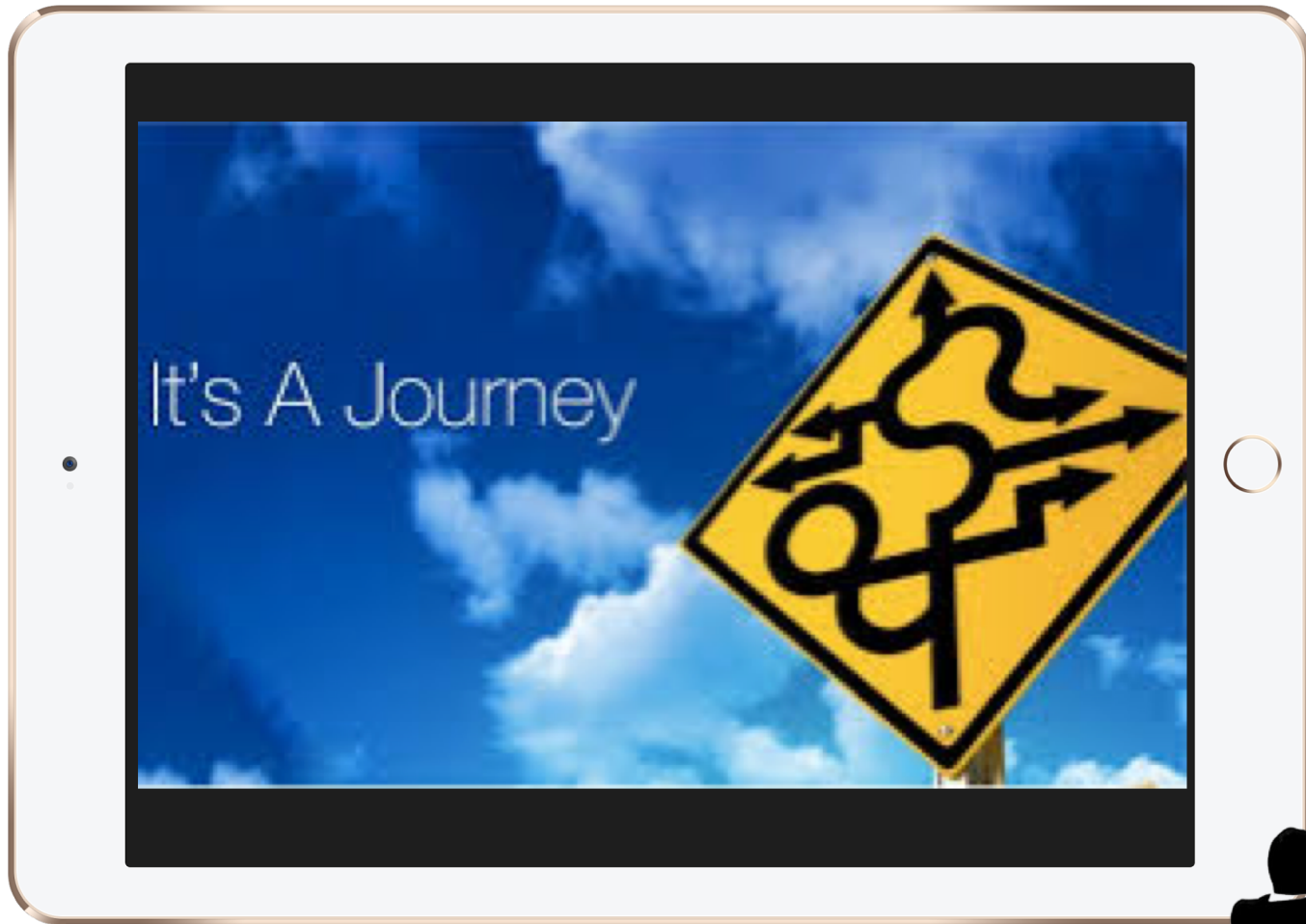
MEDIACOM

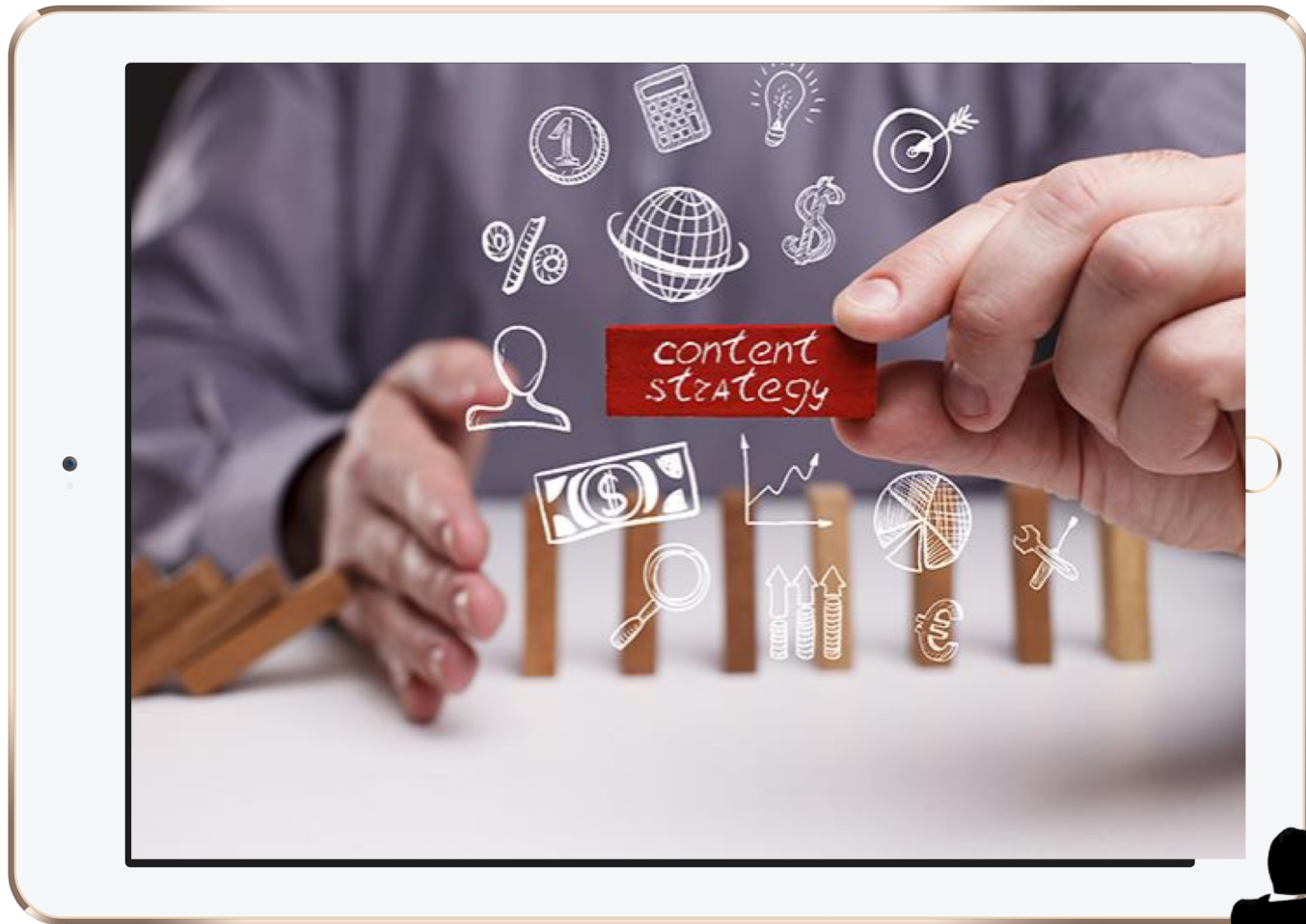


process

not product



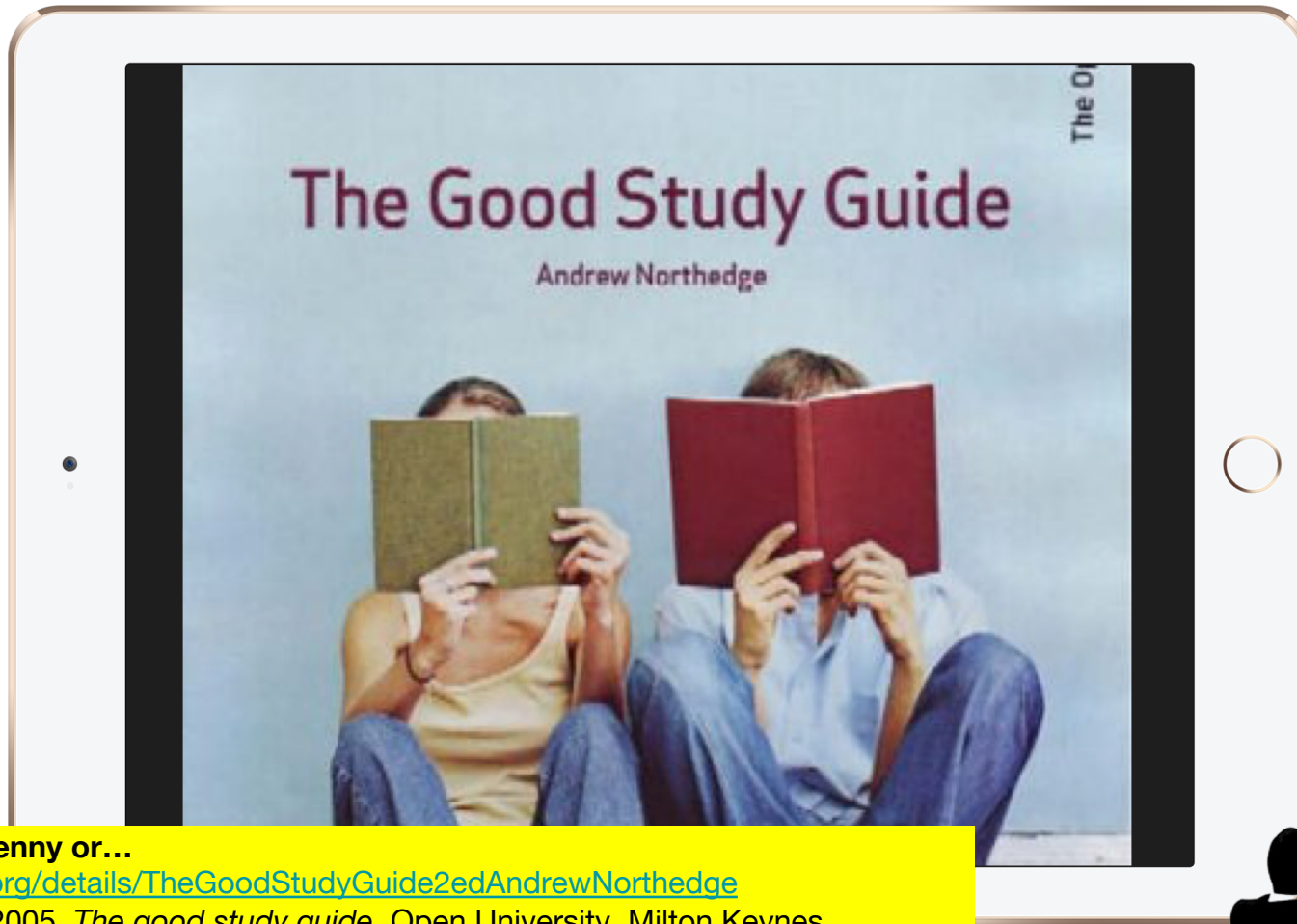




before

we start





Worth every penny or...

<https://archive.org/details/TheGoodStudyGuide2edAndrewNorthedge>

Northedge, A., 2005, *The good study guide*, Open University, Milton Keynes.



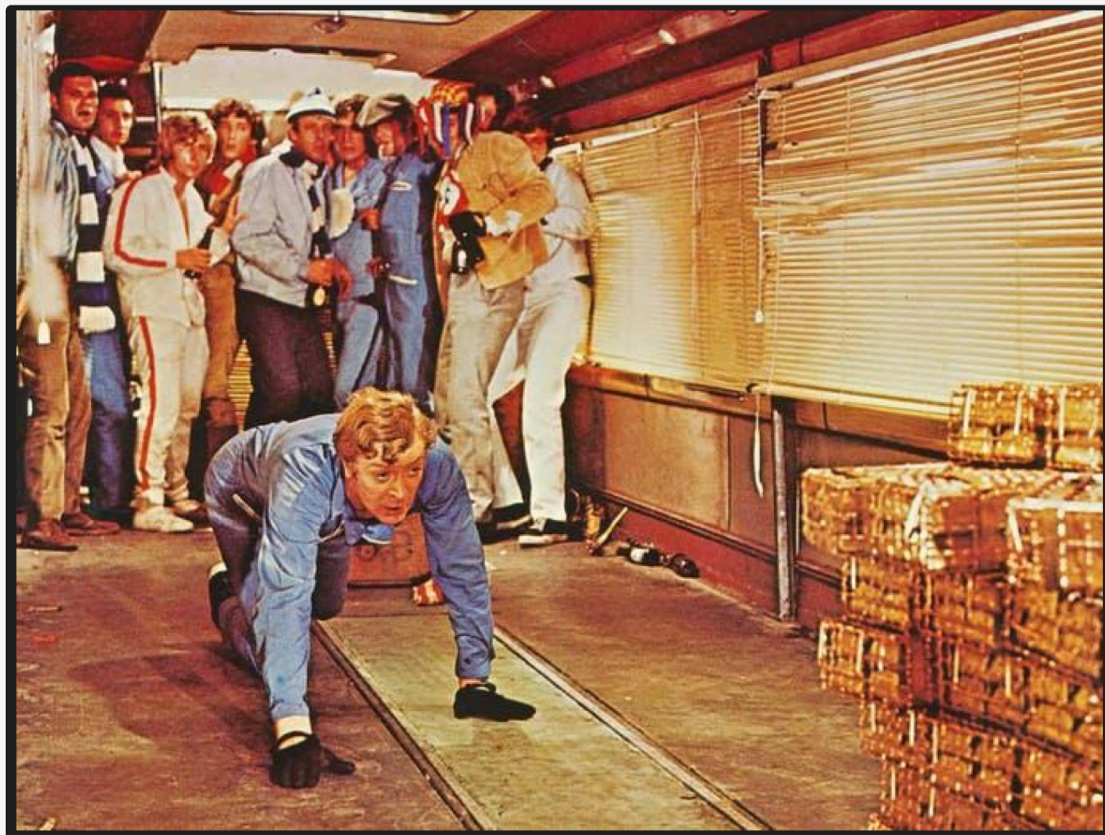
the Plan



**Essay writing is as
much about planning
and organisation as
it is writing**

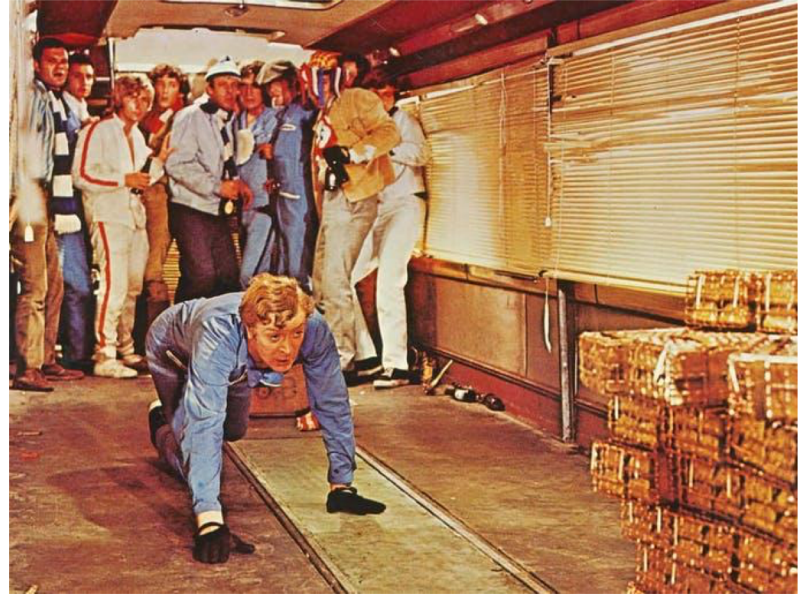


1	LCCBAd - To-Do Calendar					
2						
3	Instructions: put EVERYTHING on here: work, leisure, food, pub, TV, sport... everything. Make everything SPECIFIC : not "Read Article". Set TARGETS : Not "write" but "write 500 words". Be REALISTIC : set targets you can achieve. Timetable BREAKS . Put in REWARDS . Break your projects/assessments down into specific MILESTONES : "First draft of section #1", "Send draft of some time on one course you like, some time on one you don't. COLOUR code them.					
4						
5	Week beginning:					
6						
7		SUN-	MON-	TUE-	WED-	THU- FRI
8	7 am					
9	:15					
10	:30					
11	:45					
12	8 am					
13	:15					
14	:30					
15	:45					
16	9 am					
17	:15					
18	:30					
19	:45					
20	10 am					
21	:15					
22	:30					
23	:45					
24	11 am					



“In the voice economy, advertising needs to connect human and non-human actants in order to create impactful experiences”. Discuss.

- Introduction
- The “voice economy”
- Actants: the theory
- Human actants
- Non-human actants
- Connections: discussion
- Conclusion



introduction

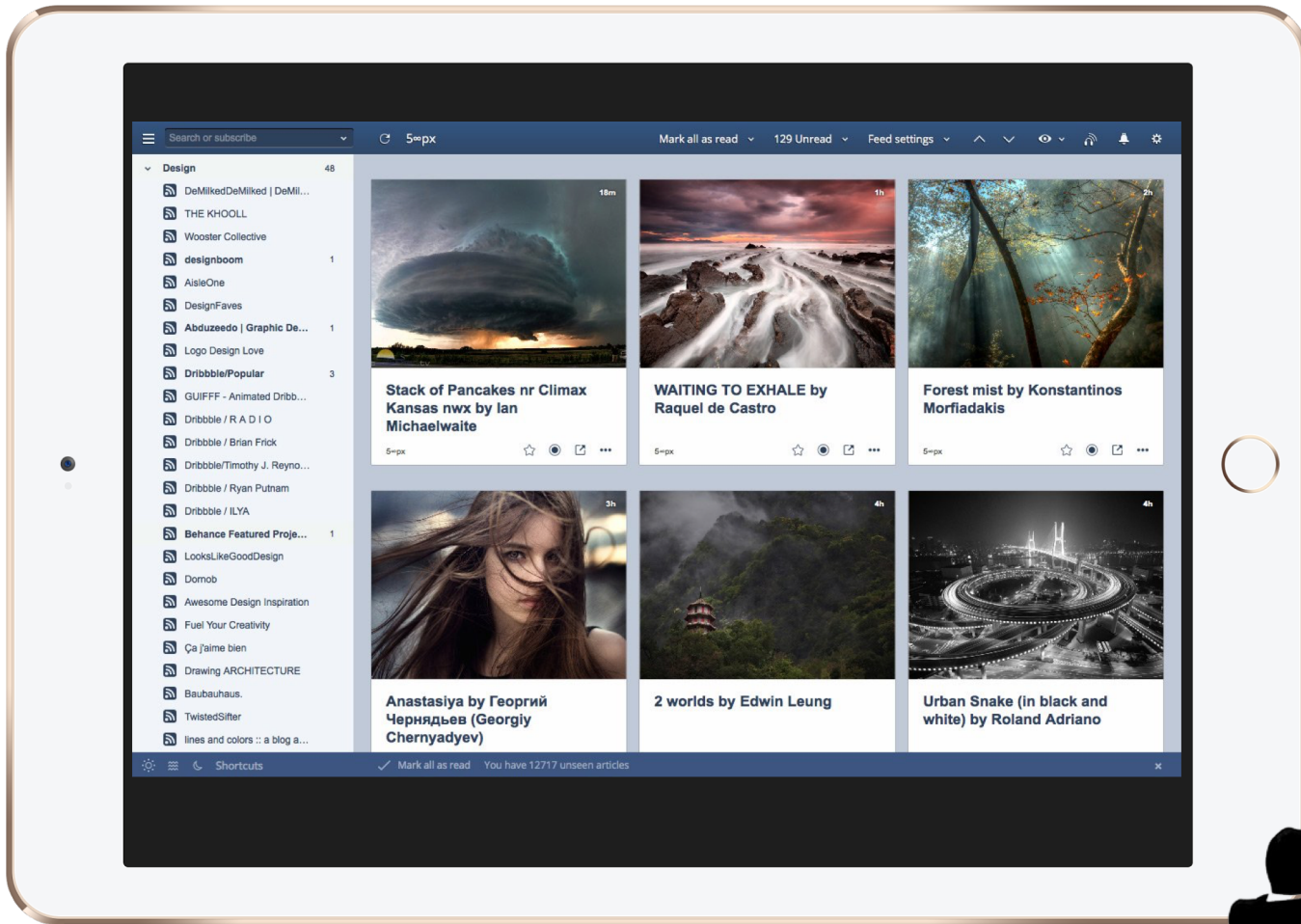
The Theory





the Voice Economy



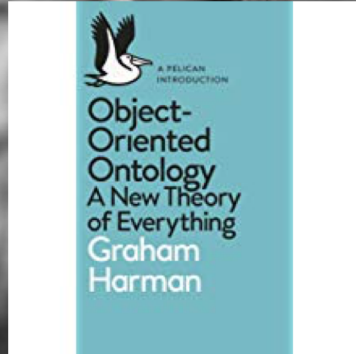


actants

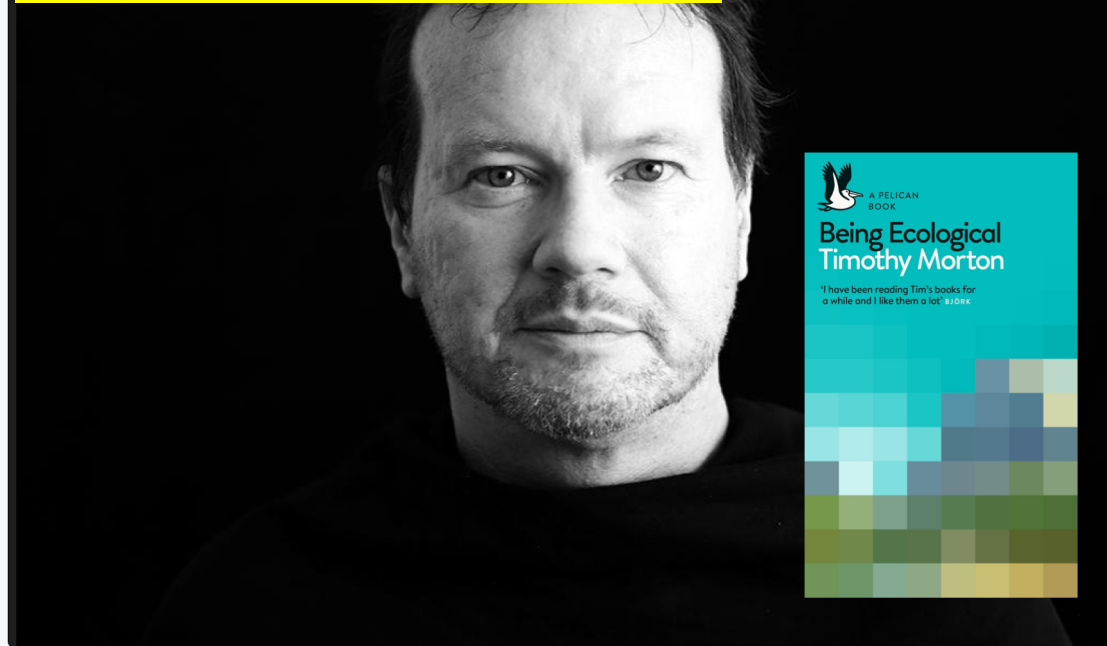
The Theory



Graham Harman



Tim Morton



Ian Bogost

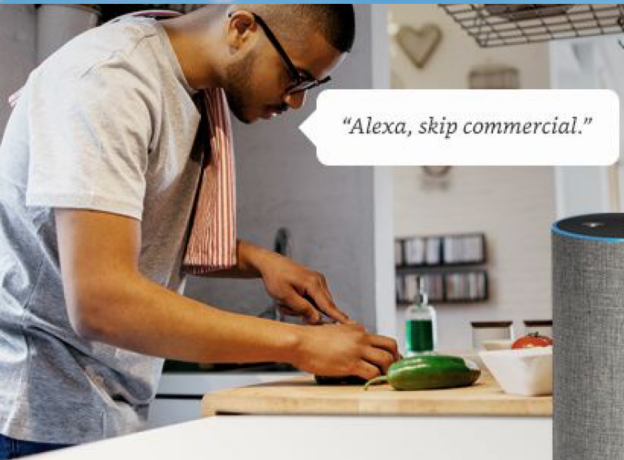


<http://ecologywithoutnature.blogspot.com/p/ooo-for-beginners.html>



case study





"Alexa, skip commercial."



2016

\$297.8B

amazon

Walmart

TARGET

MACYS

KOH'S NORDSTROM

JCPen



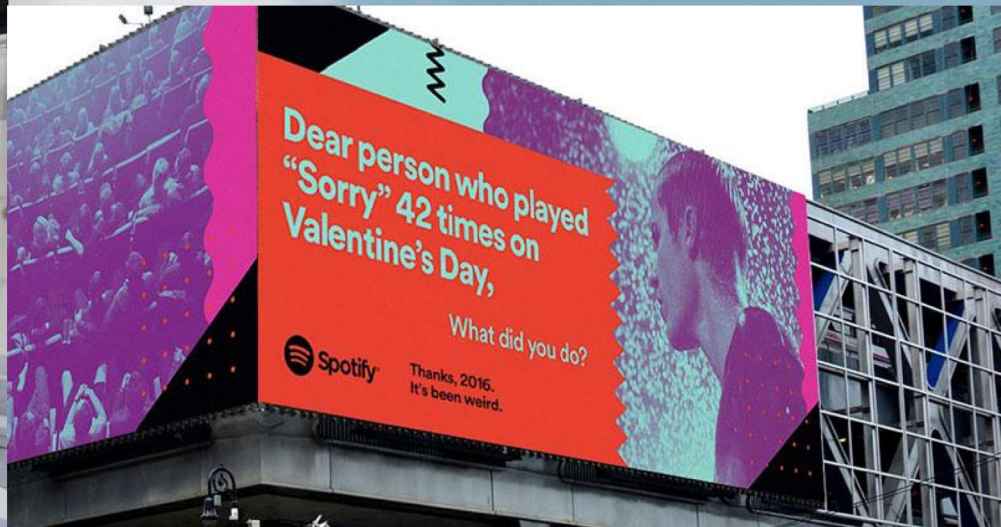
THIS YEAR'S
BIGGEST AD WON'T BE
ON THE BIG GAME

**SKITTLES
COMMERCIAL**

ONE SHOW ONLY
FEBRUARY 3RD
TOWN HALL THEATER

**SOLD OUT
TWO DAYS**

**THE BROADWAY
MUSICAL**

A white cat's face is centered, with its eyes replaced by two Skittles candies, one red and one green. Above and below the cat are rainbow-colored, fan-like shapes. The background is a blue sky with white clouds.

(non)human

actants



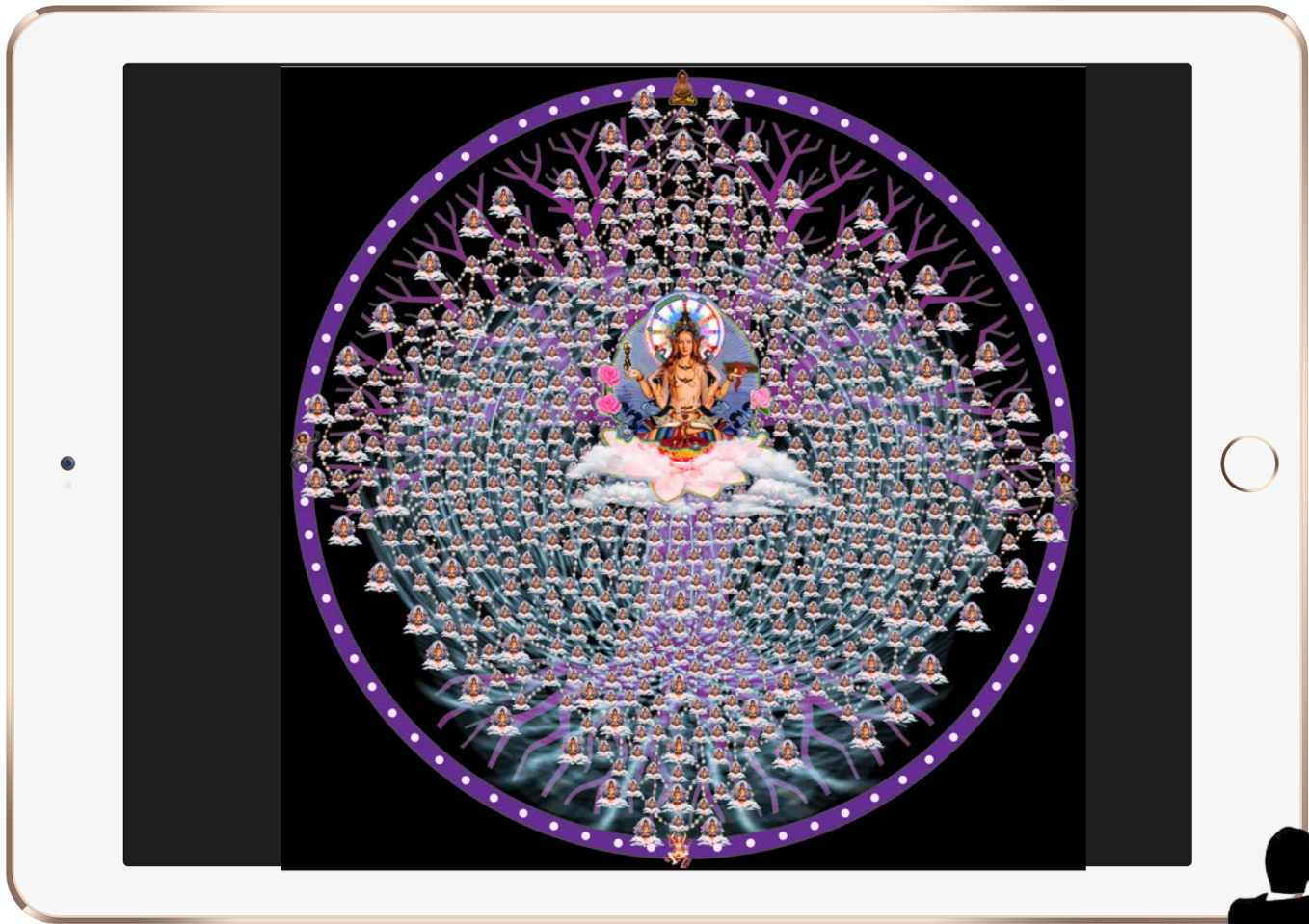


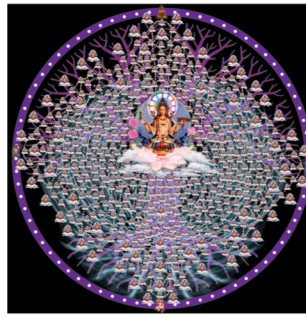


connections

discussion







Software/Protocols



Hardware



Humans/Culture



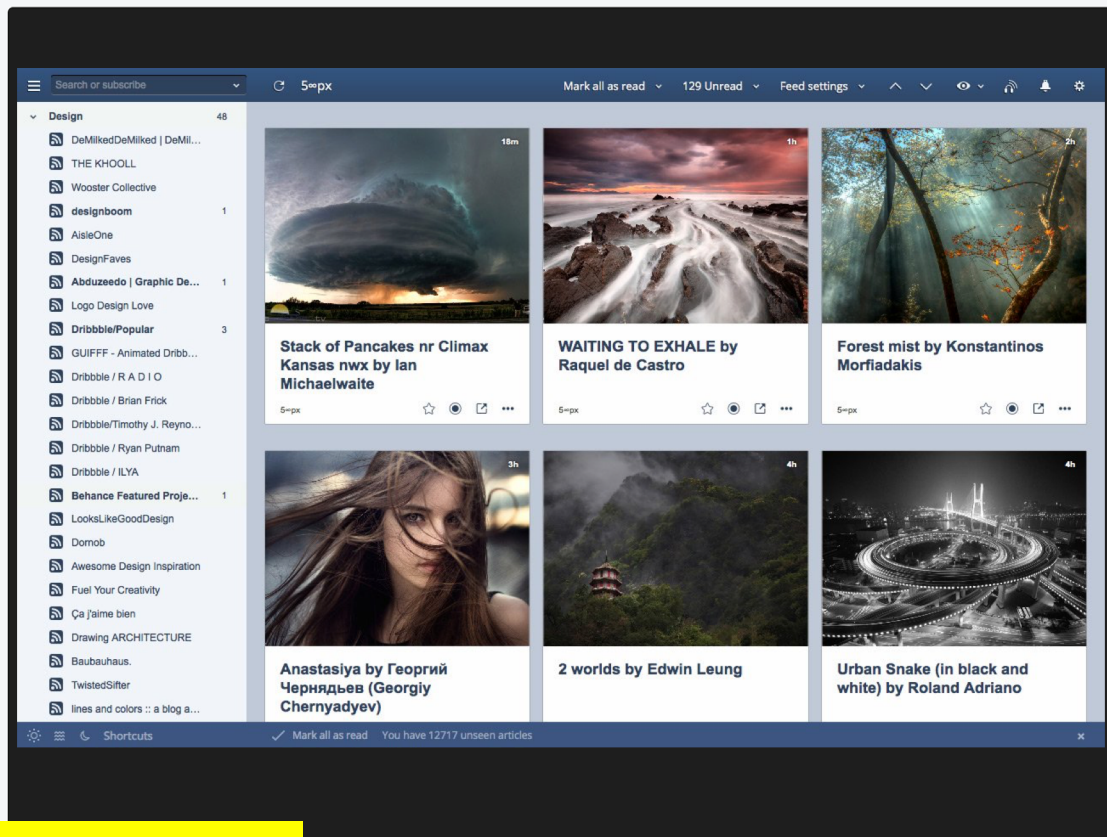
Structure



Flat Ontology

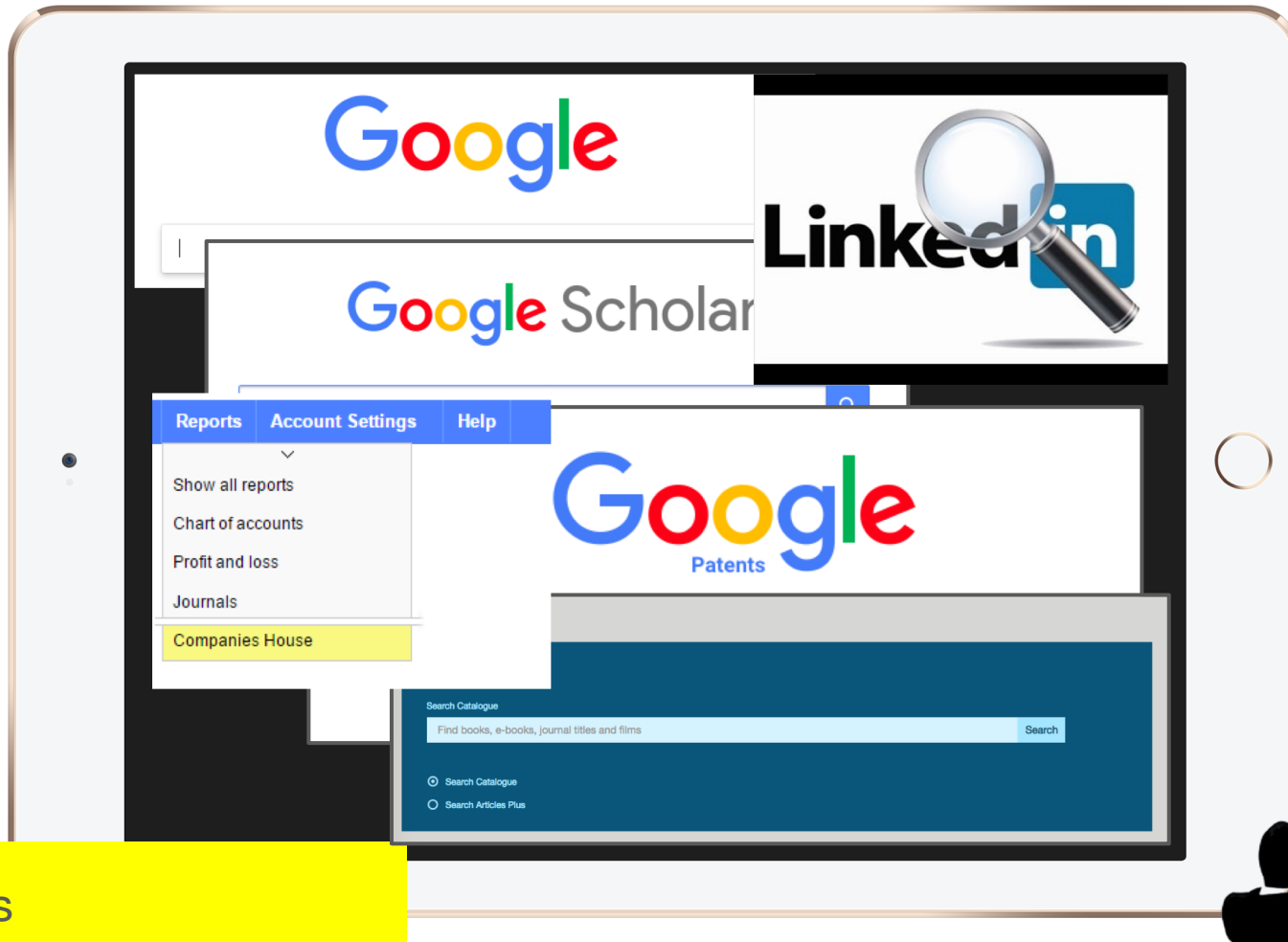
the Research





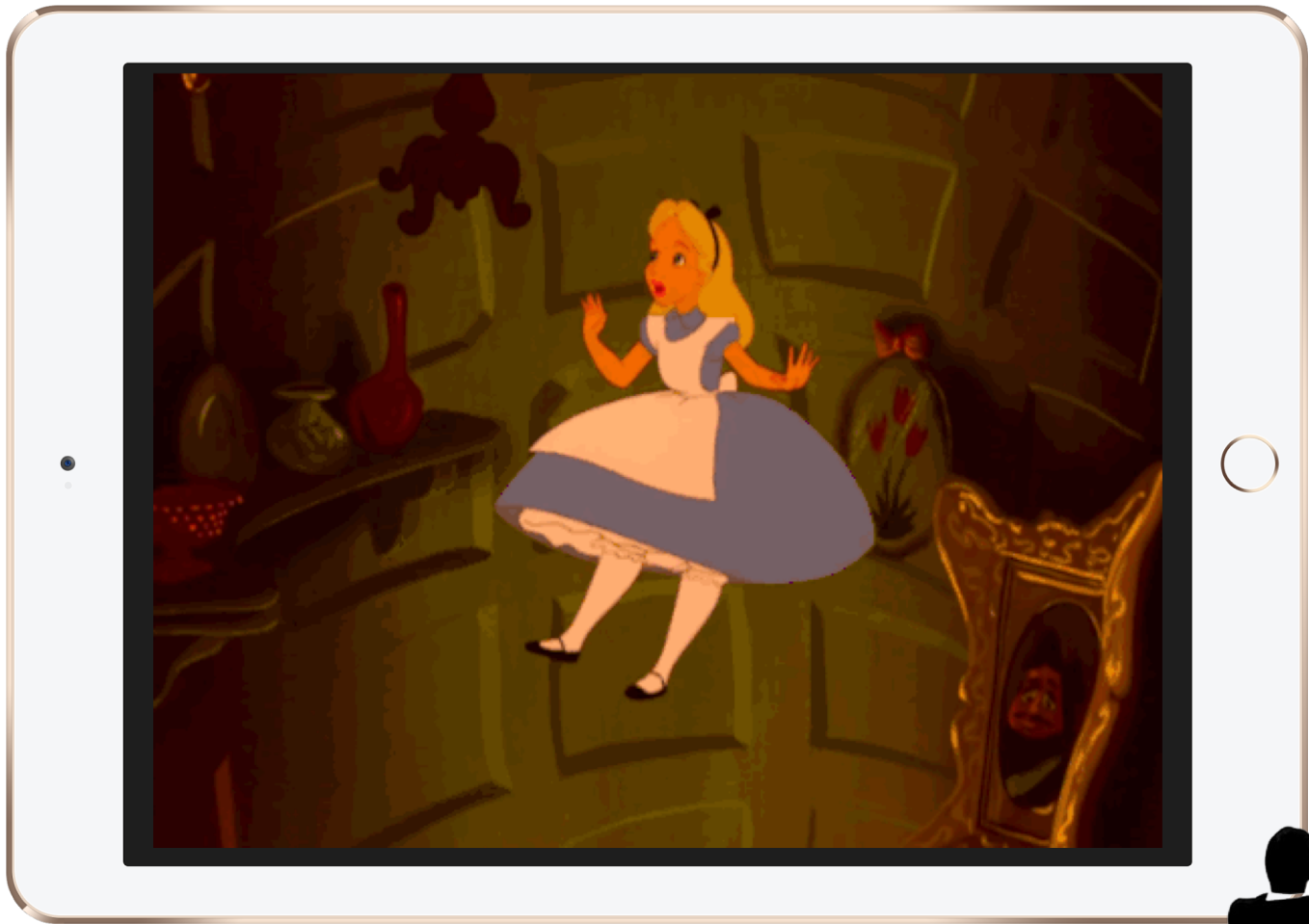
the Voice Economy



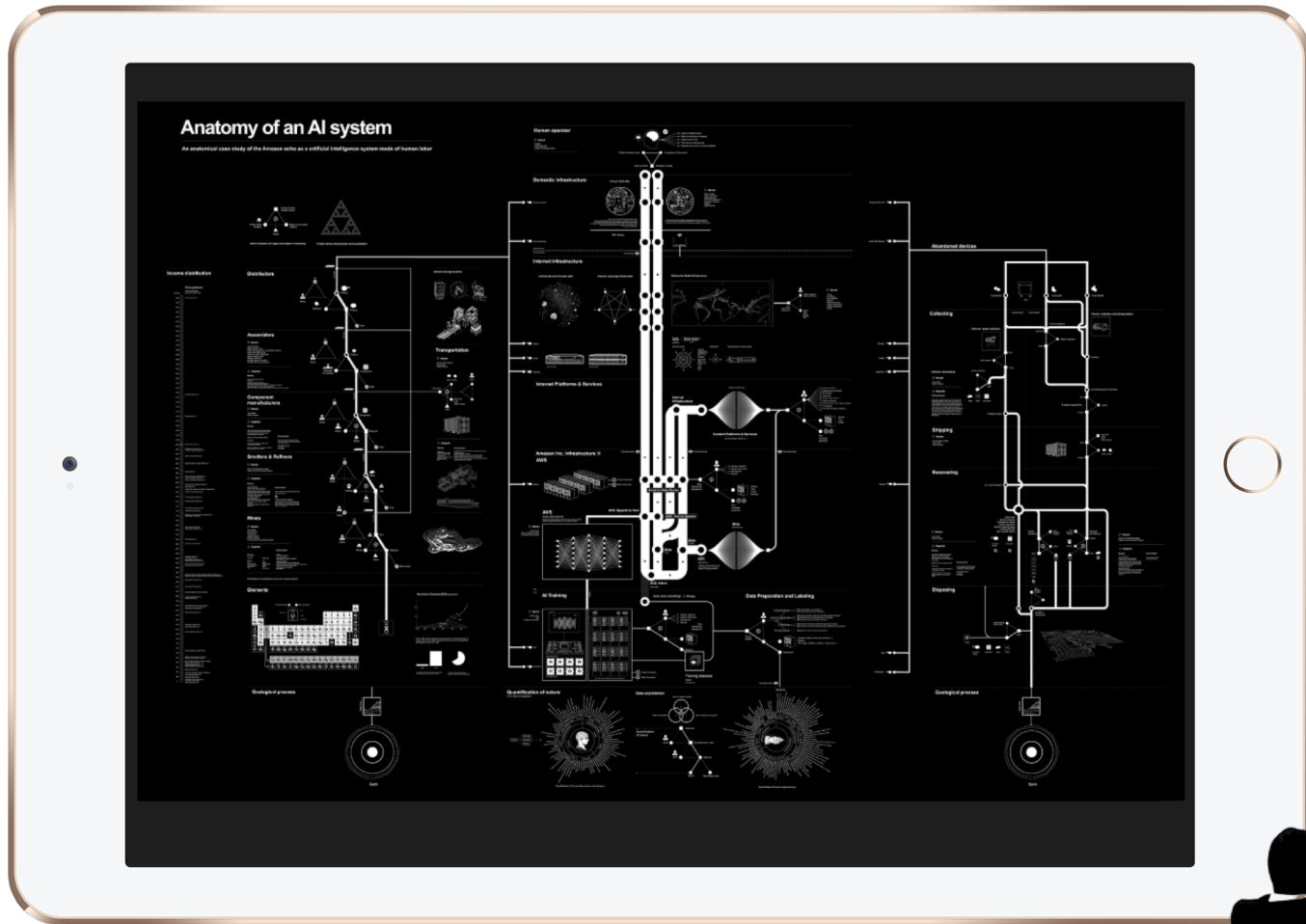


the Actants



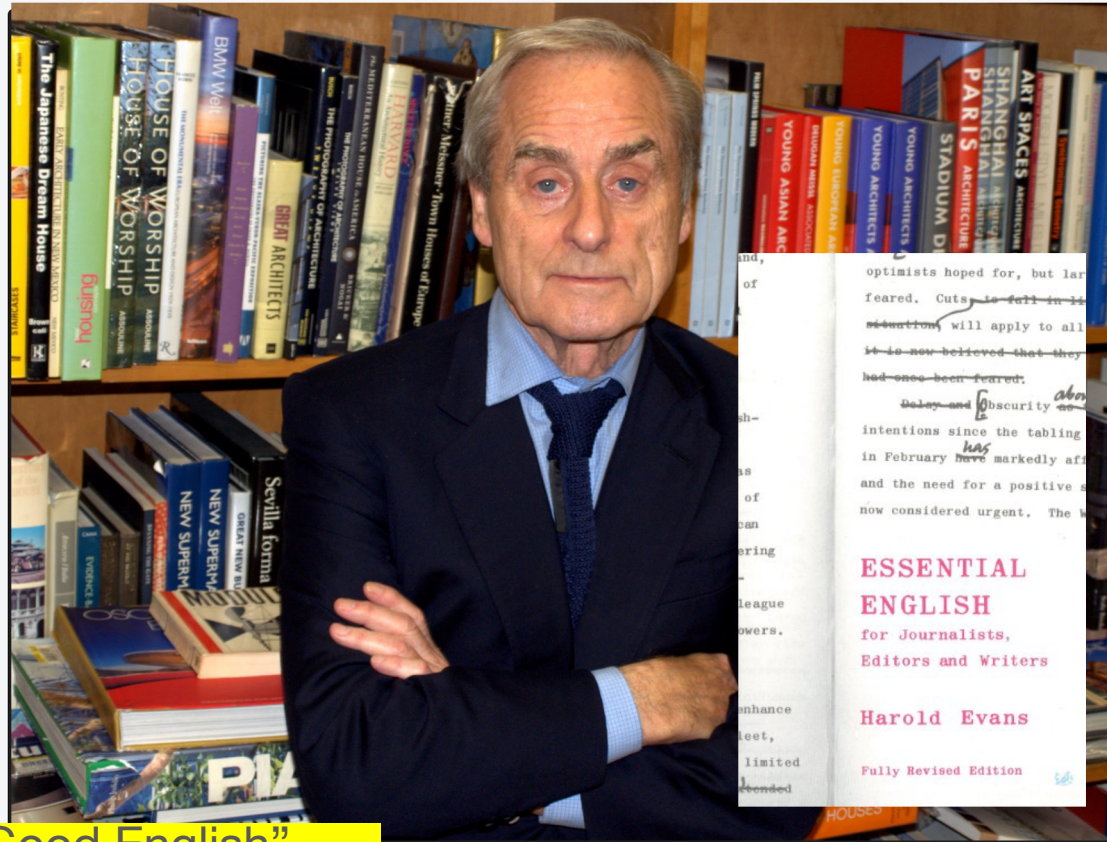






the Writing





Harold Evans: “Good English”





Stuart Hall



Helen Sword: <http://writersdiet.com/test.php>



DAMN GOOD writing

D is for **Don't** try and impress. Communicate

A is for **Analyse** don't describe

M is for **Meaning**

N is for **Narrative**



DAMN **GOOD** writing

G is for **Give** to someone

O is for have an **Objective**

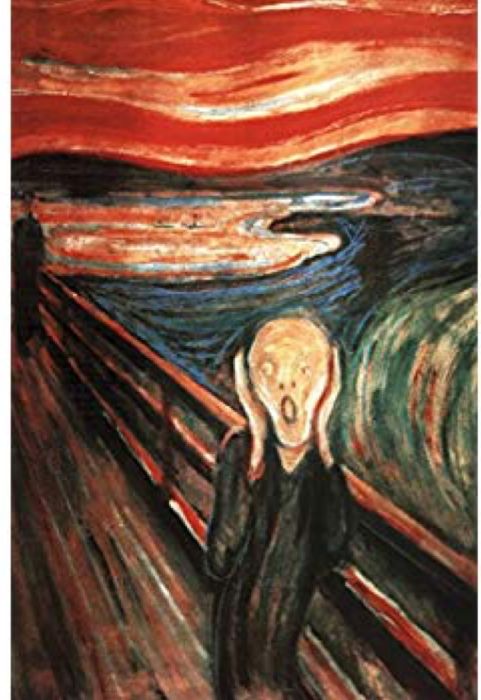
O is for **Organise**

D is for **Don't** plagiarise



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- Why?
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Any questions?

